

**What is claimed is:**

1 1. A method for automatically constructing a customized associate web site, comprising:  
2 receiving presentation preferences;  
3 receiving via an intuitive graphical user interface associate data uniquely describing the  
4 associate;  
5 assembling the presentation preferences and associate data, thereby creating a customized  
6 web site;  
7 presenting a preview of the customized web site; and  
8 publishing the customized web site.

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11 2. A method according to claim 1 wherein the step of receiving presentation preferences  
12 includes receiving a selection from among a set of presentation preferences predefined by a firm  
13 affiliated with the associate.

14  
15 3. A method according to claim 1 wherein the step of receiving associate data includes  
16 receiving a selection of pages to include in the web site.

17  
18 4. A method according to claim 1 wherein the step of receiving associate data includes  
19 identifying pages which must be included in the web site.

20  
21 5. A method according to claim 1 wherein the step of receiving associate data includes  
22 identifying the order of pages to display.

1 6. A method according to claim 1 wherein the step of receiving associate data includes  
2 identifying information blocks to display on a page of the web site.

1 7. A method according to claim 6 wherein the step of receiving associate data further  
2 includes receiving formatting instructions regarding information blocks to display on a page of  
3 the web site.

1 8. A method according to claim 1 wherein the step of receiving associate data includes  
2 identifying the order of information blocks to display on a page of the web site.

1 9. An apparatus for automatically constructing a customized associate web site, comprising:  
2 means for receiving presentation preferences;  
3 means for receiving via an intuitive graphical user interface associate data uniquely  
4 describing the associate;  
5 means for assembling the presentation preferences and associate data, thereby creating a  
6 customized web site;  
7 means for presenting a preview of the customized web site; and  
8 means for publishing the customized web site.

1 10. An apparatus according to claim 9 wherein the means for receiving presentation  
2 preferences includes means for receiving a selection from among a set of presentation  
3 preferences predefined by a firm affiliated with the associate.

- 1 11. An apparatus according to claim 9 wherein the means for receiving associate data  
2 includes means for receiving a selection of pages to include in the web site.
- 1 12. An apparatus according to claim 9 wherein the means for receiving associate data  
2 includes means for identifying pages which must be included in the web site.
- 1 13. An apparatus according to claim 9 wherein the means for receiving associate data  
2 includes means for identifying the order of pages to display.
- 1 14. An apparatus according to claim 9 wherein the means for receiving associate data  
2 includes means for identifying information blocks to display on a page of the web site.
- 1 15. An apparatus according to claim 14 wherein the means for receiving associate data  
2 further includes means for receiving formatting instructions regarding information blocks to  
3 display on a page of the web site.
- 1 16. An apparatus according to claim 9 wherein the means for receiving associate data  
2 includes means for identifying the order of information blocks to display on a page of the web  
3 site.

1 17. An apparatus for automatically constructing a customized associate web site, comprising:  
2 a processor;  
3 a memory connected to said processor storing a program to control the operation of said  
4 processor;  
5 the processor operative with the program in the memory to:  
6 receive presentation preferences;  
7 receive via an intuitive graphical user interface associate data uniquely describing  
8 the associate;  
9 assemble the presentation preferences and associate data, thereby creating a  
10 customized web site;  
11 present a preview of the customized web site; and  
12 publish the customized web site.

1 18. An apparatus according to claim 17 wherein the processor is further operative with the  
2 program in memory to receive a selection from among a set of presentation preferences  
3 predefined by a firm affiliated with the associate.

1 19. An apparatus according to claim 17 wherein the processor is further operative with the  
2 program in the memory to receive a selection of pages to include in the web site.

1 20. An apparatus according to claim 17 wherein the processor is further operative with the  
2 program in the memory to identify pages which must be included in the web site.

1 21. An apparatus according to claim 17 wherein the processor is further operative with the  
2 program in the memory to identify the order of pages to display.

1 22. An apparatus according to claim 17 wherein the processor is further operative with the  
2 program in the memory to identify information blocks to display on a page of the web site.

1 23. An apparatus according to claim 22 wherein the processor is further operative with the  
2 program in the memory to receive formatting instructions regarding information blocks to  
3 display on a page of the web site.

4 24. An apparatus according to claim 17 wherein the processor is further operative with the  
5 program in the memory to identify the order of information blocks to display on a page of the  
6 web site.

7 25. A computer-readable storage medium encoded with processing instructions for  
8 implementing method for automatically constructing a customized associate web site, the  
processing instructions for directing a computer to perform the steps of:  
receiving presentation preferences;  
receiving via an intuitive graphical user interface associate data uniquely describing the  
associate;  
assembling the presentation preferences and associate data, thereby creating a customized  
web site;

- 9           presenting a preview of the customized web site; and
- 10          publishing the customized web site.